



TECHNICAL COOPERATION – DESCRIPTION OF ACTION	
Submitted by the Inter-American Institute for Cooperation on Agriculture (IICA) to The Cropper Foundation	
Short Title	Digital Agriculture – Farmers SmartApp and e-Marketing Platforms
Long Title	Utilizing Digital and Smart Technology to Enhance Traceability and Record-Keeping for Farmers and expand the reach of Local Agri-food Products in Trinidad and Tobago through Online Marketing and Distribution platforms
Description	<p>The Cropper Foundation’s (TCF) Making agriculture, profitable and safe (MAPS) IDB funded project represents an important initiative for linking farmers to market. Integral to this project is the need to assure quality and safe fresh produce by building farmers capacity and sense of responsibility for incorporating the basic building blocks of the food safety chain on the farm. This Project is also premised on another important factor for development - institutional partnerships, which ensured that key entities involved in a similar objective, worked together to deliver on the shared objective of increasing consumer access to safe local fresh produce in mainstream retail markets. The partnership with MASSY is and remains particularly instrumental to the sustained success of this effort.</p> <p>The focus of the MAPS food safety objective is on ‘pesticide safe’, fit for human consumption’ fresh produce. This pilot project targeted selected farmers to produce crops either through soil or soilless production under a contractual agreement. This Agreement also requires some form of ‘traceability’ where project field officers will have the right to examine all records pertaining to growth of the crop, from field establishment to harvest and delivery to the Packinghouse. That this pilot project was able to accomplish this level of ‘formal’ practice among the farming population is indeed an achievement that needs to be further facilitated for sustained and wider impact.</p> <p>Strengthening capacity for recordkeeping as the basis for traceability is essential to project success. It is also pivotal to support the roll out of the National GAP-TT, being promoted by project partner, NAMDEVCO. While not yet mandatory, the farmers involved in the MAPS project are also being used to test these regulations. The experiences with adherence to standards and record keeping indicate a high level of capacity limitations, particularly among farmers producing solely for domestic marketing. Farmers, particularly those with few or no employees, find it difficult to accurately record daily farming activities, especially at the time it happens. In spite of several attempts over the years to promote farm record keeping, this remains a gap in the farm sector, further limiting the movement and distribution of local food products in mainstream marketing.</p> <p>Improving domestic marketing for locally produced agri-food products is also complementary to the MAPS project success, particularly since the Covid-19 pandemic also presented a reality check for Trinidad and Tobago as it relates to its high dependency on the importation of certain fresh agricultural produce and processed foods, along with the increased demand by consumers for on-line shopping and home delivery. Among these, several fresh agricultural produce can be successfully grown locally, including those prioritized and supported under the MAPS project. IICA has also been monitoring the global food trends and in particular, has advocated for and supported efforts to increase the activity and success of domestic food marketing, including locally developed and managed online agriculture and food marketing and distribution platforms. By complementing the efforts of these similarly small-medium online marketing networks, the IICA intervention will enhance opportunities for micro and small-scale operators. This is particularly for those AgriMSEs who are not mainstreamed in domestic channels and who depend on pop-up markets. By facilitating the inclusion of the AgriMSEs into these existing platforms which have already invested in marketing and distribution logistics with a consumer base, it is expected that there will be greater accessibility and availability of local agricultural and agro-processed products to local households.</p>



TECHNICAL COOPERATION – DESCRIPTION OF ACTION	
Submitted by the Inter-American Institute for Cooperation on Agriculture (IICA) to The Cropper Foundation	
	<p>The advent of information technology and almost universal access of farmers to some type of smart phone device, and the explosion on online and direct marketing coupled with the food safety drive, via the GAP-TT, and an alarming among of fresh produce recalls from International markets along with illegal cross-border trade, provides a timely opportunity to innovate methods to enable same in a manner that is simple, quick and practical for farmers and AgriMSE agrifood marketing and distribution. There is ample global evidence that use of low-cost smart phone technology and specialized software create new opportunities for farm management applications in small farms. IICA in collaboration with TCF and other project partners, NAMDEVCO and CARIRI can assist to develop and/or acquire and transfer knowledge and application of Smart Phone Apps, initially to farmers involved in the TCF project. The experiences will be capitalised, improved and extended to other farmers to enhance the roll-out and adoption of the National GAP-TT standards. IICA has been engaged with two existing platforms which are desirous of expanding their product offer and consumer reach through an attractive and functional user online interface. These entities already have established websites and capabilities to partner with IICA and its institutional partners for further development and improved management of their online platforms to capture the expected continued strong growth in e-commerce opportunities presented by the Covid-19 pandemic.</p> <p>This added scope fits well within TCF’s project component: positioning Climate Smart Products in High Value Markets and IDB Milestone: 250 farmers linked to strategic new business partners. It also falls well within the Government of the Republic of Trinidad and Tobago’s (GORTT) Post-COVID-19 Roadmap to Recovery where Agriculture was afforded high priority for focused development, including strengthening and building resilience in domestic food production (fresh and processed), marketing and distribution to reduce vulnerability to food import and import agriculture and food supply chain disruptions.</p>
Objective (s):	<ol style="list-style-type: none"> 1. To develop and/or acquire/adapt simple, user friendly smart phone Apps that will allow small-scale farmers to keep records on their crop management practices (for traceability) and financial activities (for business acumen and cost of production). 2. To provide a training of trainers to MALF extension staff, TCF staff, NAMDEVCO, ADB , farmer groups and other relevant institutions in the proper use of the App for training of farmers. 3. To provide target-tailored support the ARC-TT and WHYFarm community-based organizations for the further development of their individual online marketing platforms to allow them to increase their product offering, expand customer base and accommodate online payments.
Main Outputs:	<ol style="list-style-type: none"> 1. A prototype App developed and tested for friendliness and sustainability by farmers from the MAPS project. 2. Training of MALF extension staff, TCF staff, NAMDEVCO, ADB, farmer groups and other institutors in using the App and creating a Database of Safe Fresh Food producers mapped and accessible to major retailers and consumers by end of 2020 (<i>this may mean upgrading NAMIS or creating a special directory within NAMIS for easy access to online searches</i>) 3. Two functional online marketing platforms managed by Community-Based entities dedicated to promoting, marketing and distributing of locally produced fresh and processed agri-food products sourced from local micro and small farmers and agro-processors
Budget:	<p>USD 35,000.00, in the equivalent of TT\$ 235,424 at a rate of exchange at 6.726 (as at the TCF’s confirmation of the additional USD 10,000 and rate of exchange on 8 September. The additional 10,000 USD will be paid on approval of the LoA Amendment by the parties and the IDB. Budget details below.</p>
Work Plan:	See Annex A



Budget

1. Budget, TT Dollars				
	Unit	# of Units	Cost/ unit, TT\$	Total TT\$
Output 1: An App developed and tested for friendliness and sustainability by farmers from the MAPS project				
Smart App developer (consultant) fees	days	126	1,008.96	127,129
Testing of App with farmers (refreshments)	persons	30	121.08	3,632
Upload onto Apple Store (annual)	year	2	840.80	1,682
Upload onto Google Play Store (onetime payment)	lumpsum	1	316.14	316
Launch App (merges with one day training)		-	-	-
Sub-total				132,759
Output 2: Training in using the App and creating a Database of Safe Fresh Food producers mapped and accessible to major retailers and consumers by end of 2020				
Producer Database Assistance (intern)	days	90	161.43	14,529
Breaks and Lunch (1-day x 60 persons @USD17)		60	121.08	7,265
Rental of facility (NAMDEVCO)		-	-	-
Training facilitator (consultant, IICA)		-	-	-
Sub-total				21,794
Output 3: Two functional Online marketing platforms managed by Community-Based entities dedicated to promoting, marketing and distributing locally produced fresh and processed agri-food products sourced from local micro and small farmers and agro-processors by end of 2020				
e-marketing IT expert ¹ ARCTT			Global fee	20,400
e-marketing IT expert – WHYFarm			Global fee	15,000
Training of AgriMSEs suppliers and platform managers on online marketing - facilitators	sessions	3	1,660	4,980
Media Promotion campaign - AgriMSE Christmas Gift Baskets (videos, social media, newspaper ads) ²			Global fee	22,850
Sub-total				63,230
			Total Direct Costs, TT\$	\$217,782
			ICR (8.1%) TT\$	\$17,642
			Total Cost TT\$	\$235,424

¹ This is based on the current web developer already assisting the ARCTT to fully upgrade and test the existing platform for improved aesthetics, utility, navigation and capacity to manage direct payments on site.

² This will focus on general promotion to create awareness of local agri-food products and marketing promotion of special packages using the two upgraded online agri-food only e-marketing platforms as well as direct marketing



Annex A: Detailed work Plan

Output	Activity	Year 1 (2020)									
		Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1. A prototype App developed and tested for friendliness and sustainability by farmers from the MAPS project	1. Prepare & finalize the Terms of Reference for the App developer		■								
	2. Advertise the position on IICA and TCF electronic platforms.			■							
	3. Shortlist applicants and conduct interviews			■							
	4. Select and recruit a suitable App developer and issue a contract.			■							
	5. Follow up and meet with consultant weekly to get progress updates and troubleshoot any challenges			■	■	■	■	■			
	6. Test the user friendliness and application of the App with farmers and tweak as necessary (focus group testing)							■	■		
	7. Upload App to Google Play Store and Apple Store									■	
	8. Launch the App (media coverage) and promote on social media platforms (merge with training)										■
2. Training in using the App and creating a Database of Safe Fresh Food producers mapped and accessible to major retailers and consumers by end of 2020	1. Develop database of Safe Fresh Food producers in T&T from the MAPS project and update new entrants				■	■	■	■	■	■	
	2. Map producers in relation to major retailers and consumers using GIS (MALF GIS unit)				■	■	■	■	■	■	
	3. Plan and organize the Smart App Training session (list of invitees, venue, refreshments, facilitator etc)								■	■	
	4. Host the training session (merge with launch)									■	
3. : Online marketing platforms for two (2) Community-Based entities that enhance their operational efficiencies and expand their product offering and customer reach upgraded by end of 2020	1. Develop ToRs/Scope of Works for remodeling and/or upgrades to the existing ARCTT and WHYFarm e-commerce marketing platforms						■	■			
	2. Procure and contract IT/web developer service providers (company or individual) for each platform							■			
	3. Monitor the upgrade/construction progress of the IT provider work for each platform, including testing and training sessions								■	■	■
	5. Hand over developed platform to ARCTT and WHYFarm in a launch and media event with the IICA/TCF partnership										■